

*Editor & Publisher*  
185077

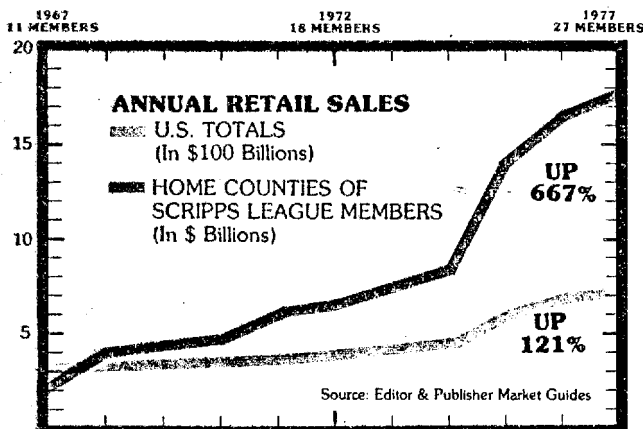
*See 81.01.1 Scripps  
League Newspapers*



## How we grow to meet advertisers' growing need for our kind of coverage

Changing distribution and media patterns in markets of all sizes have created problems for both national and local advertisers—and opened up unusual opportunities for newspapers such as ours.

In seeking candidates for Scripps League membership we look first for markets with superior growth potential but below-par media coverage.



Since retail sales provide a good yardstick for measuring potential advertising revenue, the above chart offers significant evidence of Scripps League's success in adding new members in the kind of markets we're looking for.

The 1977 figures include those of our newest member, the *Newport (Vt.) Express*.

*Flagstaff (Ariz.) Arizona Daily Sun*  
*Banning (Calif.) Record-Gazette*  
*Hanford (Calif.) The Sentinel*  
*Napa (Calif.) The Register*  
*Petaluma (Calif.) Argus-Courier*  
*Santa Maria (Calif.) Times*  
*Santa Paula (Calif.) Chronicle*  
*Taft (Calif.) Midway Driller*  
*Wasco (Calif.) News*  
*Manchester (Conn.) Herald*  
*Crestview (Fla.) Okaloosa News Journal*  
*Niceville (Fla.) Bayou Times*  
*Honolulu (Hawaii) Beach Press*  
*Lihue, Kauai (Hawaii) The Garden Island*  
*DeKalb (Ill.) Daily Chronicle*  
*Paris (Ky.) Daily Enterprise*  
*Haverhill (Mass.) Gazette*  
*Flat River (Mo.) The Daily Journal*  
*Hamilton (Mont.) Ravalli Republic*  
*Coos Bay (Ore.) The World*  
*Oregon City (Ore.) Enterprise-Courier*  
*The Dalles (Ore.) Chronicle*  
*Lewistown (Pa.) The Sentinel*  
*Provo (Utah) The Daily Herald*  
*Newport (Vt.) Express*  
*Pullman (Wash.) Herald*  
*Rhineland (Wis.) Daily News*

Growth Through  
**Scripps League**

400 El Camino Real



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